



UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov

Isaac Bentolila
517 36th Avenue, Apt 201
San Francisco, California 95051

In re Application of
Isaac Bentolila, Yiming Zhou, Isaac Labeeb
Ismail and Richard Humpleman
Application No. 10/043,698
Filed: January 9, 2002
Attorney Docket Number: MET1.0002
Title of Invention: SYSTEM AND METHOD
FOR BEHAVIORAL MODEL CLUSTERING IN
TELEVISION USAGE, TARGETED
ADVERTISING VIA MODEL CLUSTERING,
AND PREFERENCE PROGRAMMING BASED
ON BEHAVIORAL MODEL CLUSTERS

COPY MAILED

OCT 29 2002

OFFICE OF PETITIONS

LETTER

Dear Mr. Bentolila:

You Isaac Bentolila are named as a joint inventor in the above-identified United States patent application filed under the provisions of 35 U.S.C. 116 (United States Code) and 37 C.F.R. § 1.47(a), Rules of Practice in Patent Cases. Should a patent be granted on the application you will be designated therein as a joint inventor.

As a named inventor you are entitled to inspect any paper in the file wrapper of the application, order copies of all or any part thereof (at a prepaid cost as per 37 C.F.R. § 1.19) or make your position of record in the application. Alternatively, you may arrange to do any of the preceding through a registered patent attorney or agent presenting written authorization from you. If you care to join the application, counsel of record (see below) would presumably assist you. Joining in the application would entail the filing of an appropriate oath or declaration by you pursuant to 37 C.F.R. § 1.63.

Telephone inquiries regarding this communication should be directed to Petitions Attorney Charlema R. Grant at (703) 306-0251. Requests for information regarding your application should be directed to the File Information Unit at (703) 308-2733. Information regarding how to pay for and order a copy of the application, or a specific paper in the application, should be directed to Certification Division at (703) 308-9726 or 1-800-972-6382 (outside the Washington D.C. area).

Christina Cartera Donnell Jr
Beverly M. Flanagan
Supervisory Petitions Examiner
Office of Petitions
Office of the Deputy Commissioner
for Patent Examination Policy

Kenneth L. Sherman
SHERMAN & SHERMAN
Seventeenth Floor
2029 Century Park East
Los Angeles, CA 90067

BEST AVAILABLE COPY